

INDEX

Volume 24, 1979

INDEX BY AUTHORS

- Taik Sup Auh, Ph.D., *Public Policy Issue Analysis: A Four-Posted Research Design*, Vol 24 #4, pg. 20
- Edward L. Bernays, APR, *What Is Professional Development?*, Vol 24, #1 pg. 20
- Edward L. Bernays, APR, *Needed: A New Master's Degree*, Vol 24 #2, pg. 13
- Edward L. Bernays, *The Social Significance Of Public Relations: A Symposium*, Vol 24 #3, pgs. 5-18
- Edward L. Bernays, *Public Relations For Voluntary Social Service Organizations*, Vol 24 #3 pg. 23
- Edward L. Bernays, *The Case For Licensing And Registration For Public Relations*, Vol 24 #3 pg. 26
- Archie R. Boe, *Fitting The Corporation To The Future*, Vol 24 #4, pg. 4
- W. Howard Chase, APR, *The "Care And Feeding Of Executives": Training Them To Authorize And Take Executive Issue Action*, Vol 24 #4, pg. 34
- William H. Dinsmore, APR, *PR To The Rescue—Again*, Vol 24 #2, pg. 18
- Lyle L. Erb, *Writer's Notebook*, Vol 24, #1 pg. 28; Vol 24 #2, pg. 32; Vol 24 #3, pg. 32
- H. Griffin Ewing, *The Corporate Board of Directors—Duties And Responsibilities*, Vol 24, #1 pg. 7
- Raymond P. Ewing, APR, *The Uses Of Futurist Techniques In Issues Management*, Vol 24 #4 pg. 15
- Robert L. Fegley, APR, *When Your Chief Executive Goes Public*, Vol 24 #2, pg. 6
- Edie Fraser, APR, *Marketing Public Policy Through Grass Roots Action*, Vol 24 #2, pg. 14
- Stephen H. Gelineau, APR, *Hospital Public Relations: A Contemporary Profile*, Vol 24, #1, pg. 10
- Robert L. Gildea, APR, *From News To PR: The Precarious Leap!*, Vol 24 #2, pg. 27
- Elaine Goldman, *Public Policy Issue Analysis: A Four-Posted Research Design*, Vol 24 #4, pg. 20
- Hazel Henderson, *The Changing Corporate-Social Contract In The 1980s: Creative Opportunities For Consumer Affairs Professionals*, Vol 25 #4, pg. 7
- Roy J. Leffingwell, APR, *Social Sciences Commentary: Human Relation Accounting Moves Closer To Daily Use*, Vol 24, #1, pg. 24
- Roy J. Leffingwell, APR, *Social Sciences Commentary: Who Will Help Management Apply Social Science Knowledge?*, Vol 24 #2, pg. 26
- Roy J. Leffingwell, *Social Sciences Commentary: Public Relations Counselors Offered Courses On Applying Behavioral Science Findings*, Vol 24 #3, pg. 31
- Philip Lesly, APR *The Psychology Of Counseling*, Vol 24 #2, pg. 21
- William G. Mullen, *The Press And Its Critics*, Vol 24 #2, pg. 30
- Wesley Pedersen, *Needed: A Fresh Look At Government Information Activities*, Vol 24, #1, pg. 16
- James E. Post, Ph.D., *Corporate Response Models And Public Affairs Management*, Vol 24 #4, pg. 27
- Richard Rosen, *Educators Look At Public Relations*, Vol 24 #3, pg. 19

- Thomas W. Stephenson, APR, *Corporate Public Relations At The Threshold*, Vol 24 #2, pg. 9
- James B. Strenski, APR, *Spokesperson Training Pays Off In A World Of Special Interests*, Vol 24 #1, pg. 25
- Victor Wademan, *Will Your New Advertising Campaign Really Sell?*, Vol 24, #1, pg. 21

BOOK REVIEWS

- Military Publications*, Vol 24 #2, pg. 3
- \$70 Billion Dollars In The Black*, Vol 24 #1, pg. 4
- Writer's Market—1979*, Vol 24 #1, pg. 3

INDEX BY TITLES

- The "Care And Feeding Of Executives": Training Them to authorize and Take Executive Issue Action*, W. Howard Chase, Vol. 24 #4, pg. 34
- The Case For Licensing And Registration For Public Relations*, Edward L. Bernays, Vol 24 #3, pg. 26
- The Changing Corporate-Social Contract In The 1980s, Creative Opportunities For Consumer Affairs Professionals*, Hazel Henderson, Vol 24 #4, pg. 7
- The Corporate Board of Directors—Duties And Responsibilities*, H. Griffin Ewing Vol 24 #1, pg. 7
- Corporate Public Relations At The Threshold*, Thomas W. Stephenson, APR, Vol 24 #2, pg. 9
- Corporate Response Models And Public Affairs Management*, James E. Post, Ph.D., Vol 24 #4, pg. 27
- Educators Look At Public Relations*, Richard Rosen, Vol 24 #3, pg. 19
- Fitting The Corporation To The Future*, Archie R. Boe, Vol. 24 #4, pg. 4
- From News To PR: The Precarious Leap!*, Robert L. Gildea, APR, Vol 24 #2, pg. 27
- Hospital Public Relations; A Contemporary Profile*, Stephen H. Gelineau, APR, Vol 24 #1, pg. 10
- Marketing Public Policy Through Grass Roots Action*, Edie Fraser, APR, Vol 24 #2, pg. 14
- Indeed: A Fresh Look At Government Information Activities*, Wesley Pedersen, Vol 24 #1, pg. 16
- Needed: A Fresh Look At Government Information Activities*, Vol 24 #2, pg. 13
- PR To The Rescue—Again*, William H. Dinsmore, APR, Vol 24 #2, pg. 18
- The Press And Its Critics*, William G. Mullen, Vol 24 #2, pg. 30
- The Psychology of Counseling*, Philip Lesly, APR, Vol 24 #2, pg. 21
- Public Policy Issue Analysis: A Four-Posted Research Design*, Elaine Goldman and Taik Sup Auh, Ph.D., Vol 24 #4, pg. 20
- Public Relations For Voluntary Social Services Organizations*, Edward L. Bernays, Vol 24 #3, pg. 23
- Social Sciences Commentary: Human Relation Accounting Moves Closer To Daily Use*, Roy J. Leffingwell, APR, Vol 24, #1, pg. 24

(Continued on page 20)

Black and Goody Products. He is the first staff man to be in the position to draw on extensive resources within his own command level (legal, engineering, environmental, marketing) for the purpose of analyzing, in depth, the straws in the wind that have the chance to be a hero, however, if the chain, from Foreman Jones on, had not functioned; and had he behaved like General Rabbitt, he might have cost his company huge sums of money.

At Consolidated Sludge, the management realized that there was, already in place in the field, a more than adequate intelligence gathering system, just waiting for encouragement. By providing that encouragement (by acting on information gained, unlike General Rabbitt in our military example, and by requiring, as part of its executive performance evaluation system, proof of sensitivity to intelligence down to plant level) Consolidated managed to first cut its losses (by avoiding the law suit), then to turn the situation to its advantage by improving its image as well as its profitability.

Management should not have to read about threats to its organization in the newspaper. By that time, the enemy is in the field and on the march, and the corporation is forced into a series of long-term, complicated and expensive holding actions, which might not succeed in the end. Stockholders like profits, not lawsuits. There are many former CEOs on the street today because they did not gauge accurately what was happening in the real world, and thus were unaware of the new enemies, in strange and unsuspected alliances, who were besieging their castles.

PRQ Comment. . . Every fable has a moral, but this one is too obvious to need elaboration. Instead,

we present a real-life example of another Brigadier General Rabbitt: a three billion dollar company was directly asked, within the last month, to present its case for and proof of its technical ability to achieve a total environmental improvement program—with billions involved—to a leading senatorial candidate who wanted the information as a major non-partisan issue for his campaign.

The request came from the candidate's chief idea man, who intended to bring his candidate and the company's CEO and senior public policy officer together for an extensive briefing.

Advantages:

1. An opportunity to shape legislation and to achieve public understanding on an issue vital to the company's profit and loss figures.
2. A personal relationship between a CEO and a vital public figure.

Disadvantages:

PRQ can think of none.

Results:

The candidate's idea man was ignored. The opportunities were lost. Another company seized the competitive advantage. The apathetic officer who could have acted earned "the undying contempt of all those who performed correctly."

PRQ Summary. . .

Back to "toilet paper procurement" for this General Rabbitt. He will still collect his pension. □

INDEX

Volume 24, 1979

(Continued from page 31)

Social Sciences Commentary: Public Relations Counselors Offered Courses On Applying Behavioral Science Findings, Roy J. Leffingwell, Vol 24 #3, pg. 31

Social Sciences Commentary: Who Will Help Management Apply Social Science Knowledge?, Roy J. Leffingwell, APR, Vol 24 #2, pg. 26

Spokesperson Training Pays Off In A World Of Special Interest, James B. Strenski, APR, Vol 24 #1, pg. 25

The Social Significance Of Public Relations: A Symposium, Edward L. Bernays, Vol 24 #3, pgs. 5-18

The Uses Of Futurist Techniques In Issues Management, Raymond P. Ewing, APR, Vol 24 #4, pg. 15

What Is Professional Development?, Edward L. Bernays, APR, Vol 24 #1, pg. 20

When Your Chief Executive Goes Public, Robert L. Fegley, APR, Vol 24 #2, pg. 6

Will Your New Advertising Campaign Really Sell?, Victor Wade-man, Vol 24 #1, pg. 21

Writer's Notebook, Lyle L. Erb, Vol 24 #1, pg. 28; Vol 24 #2, pg. 32; Vol 24 #3, pg. 32

